

CLEANING INDUSTRY INSIGHTS SURVEY

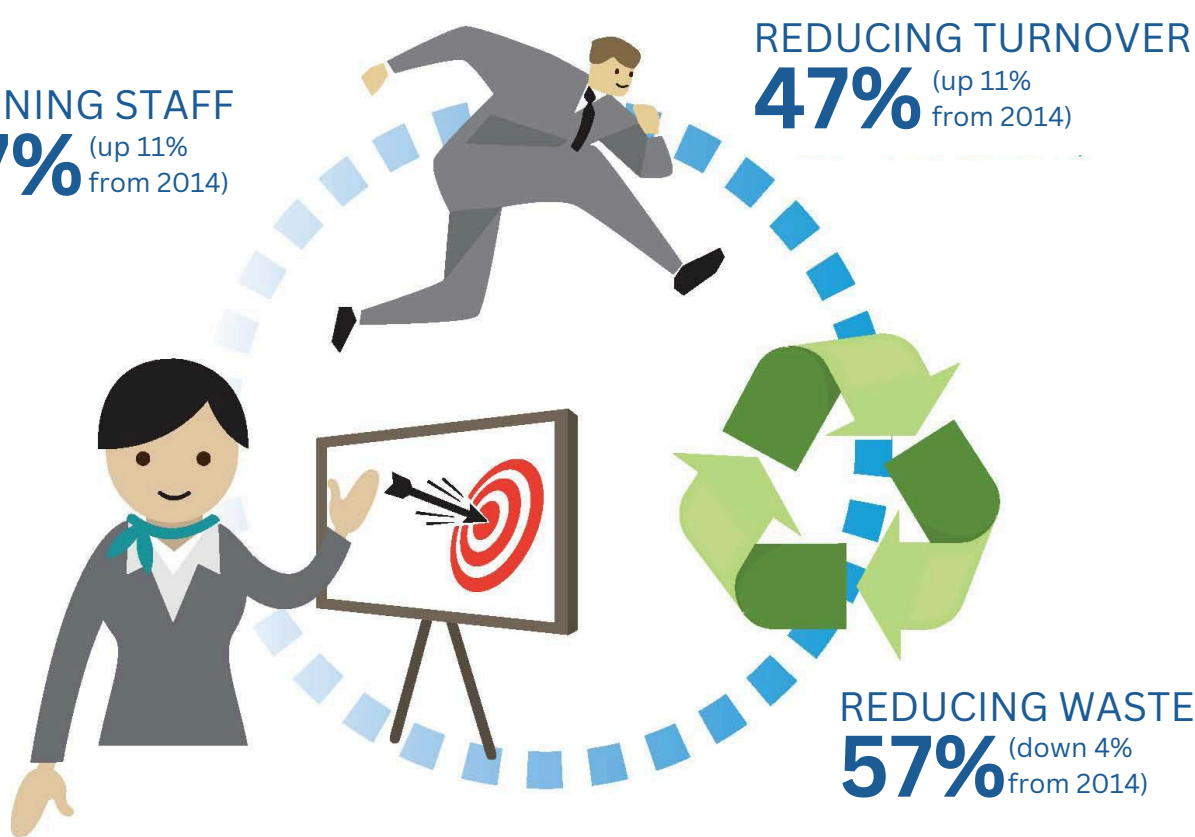
NEARLY EIGHTY PERCENT (78%) OF RESPONDENTS SAY THAT THEY HAVE FELT PRESSURE TO KEEP OPERATING COSTS DOWN OVER THE PAST YEAR (UP 4% FROM 2014)

AREAS OF INCREASED EFFICIENCY INCLUDE:

TRAINING STAFF
47% (up 11% from 2014)

RETAINING STAFF AND REDUCING TURNOVER

47% (up 11% from 2014)



76% SAY THEY EXPECT BUSINESS WITHIN THEIR SECTOR TO IMPROVE OVER THE NEXT YEAR



VALUE, AS IT RELATES TO CLEANING PRODUCTS IS DEFINED AS

HIGH QUALITY OR EFFECTIVENESS

39%

VERSATILITY OF USE

33%

LOW PRICE POINT

14%

FOR THE FOURTH CONSECUTIVE YEAR, CLEANING INDUSTRY PROFESSIONALS RANK THE TOP PRIORITIES FOR THEIR BUSINESS



every experience counts.™

P&G
Professional